

# OCTOBER

# FALL ASSORTMENTS 1955

*Wm Zappettini co.*

*"America's Cut Flower Headquarters"*

160 FIFTH STREET • SAN FRANCISCO • GARFIELD 1-8252

## SIX VERY IMPORTANT POINTS TO REMEMBER!

1. DESIGNED FOR ECONOMY

- A) YOU SAVE BY PURCHASING IN VOLUME.
- B) YOU SAVE BY LIMITING YOURSELF OF LONG PHONE CALLS AND WIRES.

2. SMALL QUANTITY BUYING

- A) ALL THE SEASONAL MOST POPULAR FLOWERS INCLUDED.

3. MAXIMUM VARIETY IN FLOWERS

4. TAILORED FOR ALL FLOWER SHOPS

- A) WHEN THE DEMAND INCREASES OR SPECIAL OCCASIONS ARISE YOU CAN ORDER MORE THAN ONE ASSORTMENT, YET ONE HAS A GOOD SUPPLY.

5. ADVANTAGE IN AIR AND RAIL CHARGES

- A) BY PUTTING THE MAXIMUM AMOUNT OF FLOWERS IN ONE BOX TO TAKE ADVANTAGE OF AIR RATES WITH DIMENSIONAL WEIGHT TAKEN INTO CONSIDERATION...AND BY RAIL, NOT USING SO MANY BOXES.

6. AND ABOVE ALL.....NO BOX CHARGE!!!

*Just Order by Assortment Number  
we will take care of the rest.*

ALL PRICES F.O.B. SAN FRANCISCO. PLEASE SPECIFY IF SHIPMENT IS TO BE SENT VIA AIR OR RAIL. ALL SHIPMENTS SENT C.O.D. UNLESS CREDIT HAS BEEN ESTABLISHED WITH US. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.



**Direct line shipping dept. Garfield 1-6221**

## *Assortment No. 44*

THREE VARIETIES OF FLOWERS IN ONE BOX!

- 50 STANDARD MUMS...incurved variety 5 to 6 inches or better across. Silver Sheen, Pink Chief, White Albatross, Yellow Good News, Bronze Detroit News.
- 2 DOZEN FUJII MUMS...spider variety in colors of white, pink, coffee, yellow, bronze and chartreuse.
- 15 BUNCHES OF POMPON MUMS...in colors of white, pink, green, coffee, yellow, bronze and chartreuse.

YOU MAY SELECT YOUR OWN COLORS OR  
WE WILL SELECT AN EVEN PROPORTION.

**\$24.50**

PACKED IN ONE 5 FOOT BOX

BOX CHARGE INCLUDED.

**test try our petal perfects.**

## *Assortment No. 45*

FOUR VARIETIES OF FLOWERS IN ONE BOX!

- 20 BUNCHES OF POMPON MUMS...daisy type in colors of pink, yellow, white, maroon, bronze and apricot.
- 25 MEDIUM MUMS...incurved variety 5 inches across. Silver Sheen, Pink Chief, White Albatross, Yellow Good News, Bronze Detroit News.
- 2 DOZEN FUJII MUMS...needle type in colors of white, pink, yellow, bronze, coffee and chartreuse.
- 25 SMALL MUMS...solid center flat type variety...3½ to 4 inches across in colors of yellow, white, pink, and bronze.

YOU MAY SELECT YOUR OWN COLORS OR  
WE WILL SELECT AN EVEN PROPORTION.

**\$25.00**

PACKED IN ONE 5 FOOT BOX

BOX CHARGE INCLUDED

## *Assortment No. 46*

30 BUNCHES OF POMPON MUMS..daisy type in colors of pink, yellow, white, maroon, bronze, and apricot.

YOU MAY SELECT YOUR OWN COLORS OR  
WE WILL SELECT AN EVEN PROPORTION

**\$21.50**

PACKED IN ONE 4 FOOT BOX.

BOX CHARGE INCLUDED!

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## *Assortment No. 47*

100 STANDARD MUMS..incurved variety, 5 inches across.  
Silver Sheen, Pink Chief, White Albatross, Yellow  
Good News and Bronze Detroit News.

YOU MAY SELECT YOUR OWN COLORS OR  
WE WILL SELECT AN EVEN PROPORTION

**\$20.00**

PACKED IN ONE 4 FOOT BOX.

BOX CHARGE INCLUDED!

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## *Assortment No. 48*

THREE VARIETIES IN ONE BOX.

100 MEDIUM LENGTH ROSES..pink and red delights and yellow  
50 SMALL MUMS  
10 BUNCHES OF POMPON MUMS

**\$30.00**

PACKED IN ONE 4 FOOT BOX.

BOX CHARGE INCLUDED!

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## *Assortment No. 49*

THREE VARIETIES OF FLOWERS IN ONE BOX!

50 MEDIUM MUMS..incurved variety, 5 inches or better  
across. Silver Sheen, Pink Chief, White Albatross,  
Yellow Good News, Bronze Detroit News.

50 SMALL MUMS..solid center flat type variety..3½ to 4  
inches across in colors of yellow, white, pink and  
bronze.

2 DOZEN FUJII MUMS...needle type variety. In colors of  
white, pink, bronze, coffee and chartreuse.

YOU MAY SELECT YOUR OWN COLORS OR  
WE WILL SELECT AN EVEN PROPORTION

**\$18.25**

PACKED IN ONE 5 FOOT BOX.

BOX CHARGE INCLUDED!

## *Assortment No. 50*

100 SMALL MUMS., SOLID CENTER FLAT TYPE VARIETY..3½ TO 4 INCHES ACROSS. IN COLORS OF YELLOW, WHITE, PINK AND BRONZE.

6 DOZEN FUJII MUMS., NEEDLE TYPE. IN COLORS OF WHITE, PINK, GREEN, BRONZE, COFFEE AND CHARTREUSE.

YOU MAY SELECT YOUR OWN COLORS OR WE WILL SELECT AN EVEN PROPORTION.

PACKED IN ONE 5 FOOT BOX.

**\$23.50**

BOX CHARGE INCLUDED!

## *Assortment No. 51*

50 MEDIUM MUMS., INCURVED VARIETY 5 INCHES ACROSS. SILVER SHEEN, PINK CHIEF, WHITE ALBATROSS, YELLOW GOOD NEWS, BRONZE DETROIT NEWS.

50 STANDARD MUMS., INCURVED VARIETY 5 TO 6 INCHES ACROSS, SILVER SHEEN, PINK CHIEF, WHITE ALBATROSS, YELLOW GOOD NEWS, AND BRONZE DETROIT NEWS.

YOU MAY SELECT YOUR OWN COLORS OR WE WILL SELECT AN EVEN PROPORTION.

**\$36.50**

BOX CHARGE INCLUDED!

## *Assortment No. 52*

OUR OWN SPECIAL ASSORTMENT!!

200 ROSES..14 TO 20 INCHES IN LENGTH.

200 CARNATIONS

100 BABY ROSES..GARNETS AND ELFIES.

PACKED IN ONE 4 FOOT BOX.

**\$18.00**

BOX CHARGE INCLUDED!

## **HAWAIIAN ASSORTMENTS**

### *Assortment No. 53*

24 ANTHURIUMS

24 STEMS ASSORTED OF SOME OF THE FOLLOWING: RED GINGER..SHAMPOO GINGER SHELL GINGER..BIRDS OF PARADISE.

50 GREEN TI LEAVES

24 VARIEGATED TI LEAVES

24 CROTON TI LEAVES

12 LYCOPODIUM OR 6 COCO OR 6 POTHOS OR 6 ANTHURIUM LEAVES

PACKED IN ONE 3 FOOT BOX

**\$27.50**

BOX CHARGE INCLUDED!

### *Assortment No. 54*

20 ANTHURIUMS

18 STEMS ASSORTED OF SOME OF THE FOLLOWING FLOWERS: RED GINGER, SHAMPOO GINGER, SHELL GINGER AND BIRDS OF PARADISE.

25 GREEN TI LEAVES

24 VARIEGATED TI LEAVES

24 CROTON TI LEAVES.

12 LYCOPODIUM OR 6 COCO OR 6 PORTHOS OR 6 ANTHURIUM LEAVES.

PACKED IN ONE 3 FOOT BOX.

**\$20.50**

BOX CHARGE INCLUDED!

### *Assortment No. 55*

HAWAIIAN DRY FLOWERS

9 DOZ. WOODROSES 4 DOZ. FIRE GRASS

4 DOZ. BABY WOODROSES

2 BAGS LIPSTICK PODS

4 MOKUS (BOAT-LIKE BOWL FOR DRY ARRANGEMENTS)

PACKED IN ONE 3 FOOT BOX.

**\$26.00**

BOX CHARGE INCLUDED!